

## 10X Email Marketing Bootcamp Matt Bacak and John Cornetta Day 1

### Agenda

How to get more subscribers, more clicks and more money

Go over the flow of things how everything works

Today is about building your list

Tomorrow is about making money from your list

John Cornetta built a list of 350K in 14 months when he started

Matt was a spammer when he started harvested emails and sent out emails

When Matt started would send out an email and could make money for weeks

The most profitable thing you can do is email marketing

John is all about breaking things down and going all out on it.

Jack Hopman – Florida software for local companies – wants to sell them. Recurring wants to increase subscribers

Don Cyper(sp?) Alabama been in technology since the 60s niche is quitting smoking

Rod Flowers from Atlanta IT put it all together and pay off house just getting started

Thomas Utt Kentucky solo ads wants to transition into affiliate sales

Belinda Wisebay (sp?) newbie network marketing business health

David Perdew NAMS now focused on membership site to help people make sustainable business

Scott Stamper started in 1985 prodigy/compuServe credit repair toolkit was first successful product of his. Has known John for 20+ years in a bunch of niche markets

Robert Hatch retired military film/TV acting met John doing a movie. Domain names wants to develop something to sell online does Amazon and network marketing

Jeann Kolenda known John for years met at NAMS worked from home over 40 years. 6 years ago got into offline local marketing went to conference in Vegas and met a bunch of marketers and they convinced her to make a product and now has sold several of them. How to do more than send emails to my list.

David Maine Seattle and Peachtree City involved in email since mid 80s. Did backend work for internet companies in 90s doing affiliate/CPA marketing now. Monetization

Matt Downs Church niche software product SAAS social media/posting tool. Shopify store. List building in biz opp or IM niche build a funnel

Reed Floren looking for JVs for case study based products, virtual summits, ecom notes launch

Dominic Atiman (sp) Virginia Navy just getting into IM has PLR launch December 13<sup>th</sup>

David Shell Tennessee biotech coaching for eCom teach people how to sell. Looking to create automated income. Been doing a lot of trading time for money wants to get away from that.

Joel Nussbaum – here to learn

Garrick Carara (sp) here to plan 2018 owned facilities and does coaching wants to learn about email marketing. Does local marketing/event management does stuff with Tony Robbins.

Wants to leverage. Writing a book and making a membership site

Tim Donovan audience building adding 20K optins a day (his own offers on CPA offers, solo ads, Facebook ads) deeper into segmentation. CPA offers. Soak it all in

Mike Palousa (sp?) works with Tim media broker getting started building a list. Monetize with affiliate offers. Soak it all in.

Josh Brem (sp?) new at this. CPA marketing, affiliate marketing, all over the place right now.

Needs to focus on something and build a list. Legendary marketer

Al Mindez Atlanta local biz consultant marketing. Learn to make more money

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High level and then go deep.

Put blinders on and go.

When writing the sales letter he followed the 3X formula

$X + X + X = \$$  did \$2.1 million in one year from this

Our energy will be spent on this today.

Subscribers + Clicks + Earnings Per Click (EPC) = \$

EPC = amount of money you make divided by the clicks you send

He pays attention to how much money he made from the email versus how many sales.

Today is about subscribers and clicks tomorrow is about EPC

What's the fastest path to cash? If you have subscribers it's about increasing clicks and EPC

This is all Matt focuses on

What can you do to increase those 3 things?

Subscribers email list, audience (retargeting), GoToWebinar list, physical mail

Matt gets them on GotoWebinar list and then they are on for future webinars. After they buy he sends them a letter in mail

Quality

1. Best is a buyer putting up products on W+/JVZoo/ClickBank is a way to get "Free buyers"
2. Seminar attendee met you in person
3. Webinar attendee
4. Optin page
5. Buy leads

Buyer at a seminar is 1000X better

Sales pages are Matt's optin pages he wants them to optin by buying

Webinar attendee is good because they show intent and know they are going to get pitched something expensive. They come in with the idea to buy if Matt doesn't sell it's his fault.

Breaking down quality

American Express buyers are best customers

Discover is in the middle

Visa/Mastercard everybody can get them

Matt collects all and gives them a choice to spend via PayPal or credit card

One of the biggest problems is people chase squirrels and leave the box. Focus on growing subscribers increasing clicks and boosting EPC

Does it get you more subscribers? More clicks? Boost your EPC? If you answer no to any of those don't do it.

Low end product on W+ the money isn't in that it's in the list.

Mystery gift enter in address and phone letter goes out all automated or a book

Uses PLR and tweaks it often. Jo Han Mok take it from digital to physical. Createspace and print it

Go to Fiverr and have them create infographic

Thank you. You made a great decision can't wait for you to be my next success story here's my email hit me up if you need help

Make your own success story

Opens don't get you money it's clicks from quality subscribers that buy that makes you money

Audiences like an email list, retargeting, physical, leverage it all

Trying to move his audience offline as fast as possible

Sends out ugly and shiny things, lumpy mail etc

Show up rates and open/click rates go up from people that have gotten something physical from you

If they spent \$500 or more they are getting something in the mail

Switching to thumbdrives versus CD/DVD

Book gives you more credibility 1000X more

Number one place you want your book on their toilet

Big book is too big for shelf and people put on desk

They are added to multiple autoresponder Aweber, GetResponse, arpReach, Infusionsoft and mails to them from those based off what email service provider ESP works better.

Wham bam thank you maam and relationship building list

You can have a different relationship with them.

Email as yourself for relationship building when they aren't buying it may go to a different alias.

Click or unsubscribe.

The most qualified person is someone who unsubscribes

Landing page/squeeze page to get your email address

If it's about just making money and not building a relationship just capturing email is fine. 20% boost just by getting email.

Microcommitments first ask for email → name → phone etc

You have some form of bait tell them they are getting something. Report, audio etc

Wrote a report is “All X Club a Scam?” reports shows it’s all good have them optin to get it

Have FB retargeting pixel on squeeze page you automatically get them on your retargeting list

100% optin rate

Next page is one time offer OTO could be video thanks for opting in for the free report it’s on the other side. I want to give you the chance to get XYZ for only \$17

“No John, I don’t really want to learn all the possible things I can from this offer blah blah blah”

OTO 2/Downsell how about I give you the transcripts for just \$7

Single or double optin only use single optin

Download page if you are doing double optin you would thank them and tell them to check email

Take the report and put it in a .zip file

In Windows right click and create internet shortcut add a URL to other

products/funnels/clickbanking/swaps etc name it Super Duper Bonus #1, #2, #3 etc

Readme file step 1 check out these other bonuses can go to a rotator link. They could go to FB page, blog etc if you don’t want to promote others

Clicks are currency every time they click there is a way to monetize and profit from it

You can give clicks first and get clicks in return (click banking) you can even charge interest i.e.

10K clicks give me 12K clicks over 12 months

Arbitrage traffic buy for \$X and sell for \$Y

On your download page show them how to whitelist your email

On squeeze page you can do an exit popup and trade via ClickBanking, sell those clicks, send to similar offer, take directly to one time offer

40% optin rate there's always leakage and you can try to capture the other 60%

You can do something completely different for exit pop. Maybe you weren't interested in Instagram but you want to do email marketing. May pickup another 40%

4 options on landing page. Email marketing, social media etc segmented funnels

You want to get the optin the number 1 thing is to get the optin

If you find a topic that's doing well create a similar offer for yourself to sell and keep 100%

For downsell you could sell something completely different

Send them a link to get there one time offer thanks for getting the one time offer here's the link it goes to upsell. You made it all the way here but you can get deal.

You can create 3 different download pages based off of how they purchase.

Congratulations you are one of the top 3% in the world who take action I have a webinar coming up would you like to take part of it?

It's OK to model other people's ideas subscribe to many funnels and see what they are doing  
take the best and ignore the rest

Push notifications list grab email and auto subscribe to push notifications

Make it niche specific and get out of make money online

If you go relationship niche go more niche based.

eCommerce and Bitcoin are hot niche markets. Audio search 25% of search is people searching  
via Alexa etc

Build up your following in one of those hot markets and then exit pop to something else

60% of your ad traffic is wasted take care of the leakage

Gardening/women's shoes are fanatical topics

How to become the authority

What do you already know?

What books/products in that field?

If there are products that don't scare me you can buy leads, clicks etc

CPA networks get paid for traffic, lead, sale, phone, zip etc

They sell the data to others

New offer and test it can you send 500 clicks then you scale it up

If you have a dead list the only way to turn it around and keep sending them authority emails on different things

DigitalMarketer one of the easiest ways is to duplicate the list and run it under a different name. Ryan Deiss, then Perry Belcher then branched out to social media Kate Buck people self selected if they wanted to stay on or off. Then it went back to Ryan Deiss and Digital Marketer List

Bill Glazer bought Dan Kennedy's business they cloned it and made 2 lists and people got emails from both then did a GKIC list

First few emails give away videos, reports etc

If they unsubscribe -> gone

Create your own unsubscribe page [johnandmatt.com/wewantyouback](http://johnandmatt.com/wewantyouback) redirect after they unsubscribe hey sorry to see you go. Were we emailing you too much? I promise by clicking below I'll move you to my VIP list and get only 1 email from me a week"

Goes to optin form use automation rules to remove them from every other list you own can capture a bunch of info and survey them

Loyal unsubscribers you can make a lot from this list

You can get them on a phone call once they join VIP list you can pitch them something expensive

Black hat export unsubscribers you can swap with someone else who has X amount of unsubs.

You could import to another autoresponder

Report to spam send the email to you versus the email company with a link

Take screenshot and image and put as header can go to a page that thanks them and sends a gift

Upload them to facebook and create an audience to market to them

Create a lookalike audience based on them

Run a promotion to get them back on your list or sell them something

Ethical way to do co-reg by continuing on I agree to receive emails from to other marketers

Unethical way just add them to other lists

Proof you are human does  $1+3 = 4$ ? Click and adds to list

100% open and click rate

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Do you need to blog? No

It helps with branding

Optin page 3 emails in sequence did you get it?

4 more emails to OTO

Do not do this:

Claim your \$500 paypal now

90%+ open rate and clicks

Best buyers, affiliates etc

Mass pay \$0.05 to each lead

Hey I just wanted to get your attention yes you just made a nickel this \$0.05 is for you. If you think \$0.05 is cool check this out: link

Up to 5K at a time

OptinIntelligence now they can do Facebook leads ads

The trick is to go to login and then setup a free account

For IM Retail and Ecommerce and Work Opportunities

32-54

Sees what demographic is working for facebook ad and models it

Sign up for a coupon code to get book

Logo looks like coupon 60% off for example with dotted lines

Headline 60% Off Coupon Code

Test radicals first

Transfer in real time to account

Prepop the email with hyperlinks

4 or 5 ads one will work kill the rest and scale

Print google search screen and put in folder do every month

Follow sequence first email is coupon they requested

Page to go redeem the coupon

2<sup>nd</sup> Make sure you got this

3<sup>rd</sup> do you get the coupon

Next 4 emails is relationship building

LeadServeAds Publisher

Pay \$0.01 for a month coupon code

P.S. Looking for other things just click here solo ad rotator \$0.40 a click

OppSeekers.com penny leads fresh

Clean using listwise

ImpressionWise

Buy lead → scrub it → arpReach anybody that opens that get moved to GetResponse

Moves openers every Monday and at end of month clear them all out

Could use Zapier to load them or use a script

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Right click file new folder

Put PDF

Create shortcuts who am I let me google that for you

Real time leads or slightly aged

Squeeze page for CPA networks if it doesn't convert they charge more simple right to the point  
enter email here win 3 prizes etc

You lose OTO in this scenario

Video Page hey this is John than you for opting in. Thank you for putting your trust in me. You  
are going to get an offer that changes your life. But first you need to click the 4 buttons below  
and get your head start.

All are click rotator

If you spend \$2 to get \$3 how many \$2 bills do you have. Scale and ramp up

Sold 1.8 million worth of t-shirts a lot were 3X or 4X size sold them diet pills via email

How to sell traffic

Skype and Facebook groups

Can you give me 50 for free?

I got your info at Matt and John's event. Bobby Lindsey [bobby@gatalystmedia.com](mailto:bobby@gatalystmedia.com) can not co-  
reg then run them through the washing machine and clean them. They are buyer leads

John never advertises to men he markets to women no matter what it is 25-65.

Low hanging fruit is women

Are you looking for a home based business in CITY? Then background would be map of area

We are not our market

Make your products in PC

Brian Litman buy large amounts of traffic DedicatedEmails.com – they bought from CPA networks. Biggest market is political

Are you mailing stuff you would buy or stuff they would buy? Find stuff you wouldn't buy and mail that. You aren't your market

Get out of your own way

NewsMax.com email newsletters best solo ads you can buy

Matt did 15 million in business one year in tax biz buying newsmax mailing every month. People opted in for a strategy session and then got phone call.

Rate card I'll pay \$50K for a drop but only if the numbers work. I'll drop money all day long.

What can you do for a test drop? I'll do 1.2 million on that price. Build a relationship with the rep. If you have remant space call me would get for \$10K. Would have 3 different creatives ready to go. Can I do it for \$5K

Best for tax market was doctors and chiropractors

Works in stock and health niche as well

\$50K program they were selling

Can I see their creatives? Can you show me ones that have run multiple times

Exclusive only to NewsMax subscribers lift letter at top to give credibility. Message from them at the top and then Matt's creative underneath. Endorsed mailing.

The real way to do solo ads is to buy from these bigger players now. Magazines are great to buy from

SpeakerNetNews, WritersDigest etc look for advertising section and ask how much for a mailing. Send to an optin page and pixel them.

You can do local magazines

You can make your look and feel look like the magazines/newsletters you are mailing to see if you can beat your control.

Take Facebook traffic send them to a page that looks like Facebook color scheme

Show them your control and then turn on split test

RadiusBomb?

Straight to audiences with FB pixel not advertising to competitors

Matt invests in land and trees because he understands is versus getting into Bitcoin

John uses FB ads for physical products

Sneakers, shirts, credit card knives etc

For FB ads sending to offer

Runs ads only to those who bought or attended something

Tell FB to create lookalike of best customers and then change the age etc and run \$100 campaign to funnel/optin page. Drive the audience down to 50-100K or so if test works release the target and audience gets bigger. Most have a credit card, online shopper, want a home based business etc split test your ads. 1 campaign 4 ad sets 2 male 2 female images. Only run ads in FB timeline

If retargeting do all options

Video ads get 8X the clicks but won't sell as much as static ad

Use FB video creator – retarget them with static ad

Conversion ad women only uncheck expanded interests

Active credit card user

Narrow audience further

Online shopping

Marital status

Life event (moved)

Parents (moms)

Exclude page admins

Save the audience

Then slows down remove 1 thing at a time start with exclude page admins

Create videos sharing the meals you are making put on Facebook, YouTube etc turns into authority

Perception is reality and nobody gets to the truth

Have a book

Hey {email} is {email} still your best address? First email in followup for washing machine

Clicks Opens and Money

Day 2 10X Email Bootcamp Matt Bacak and John Cornetta

One nugget you got yesterday

Opt-Intelligence

Setup the squeeze page to offer first 3 days and next 4

Opt-Intelligence

Lead sources

Don't go where questions marks are

Optin to radical changes

Facebook pixel on squeeze

Opt-Intelligence

4 pages

Not your market

The people here

Opt-Intelligence

Penny leads

Washing machine

Zip file with links

Optin Intelligence and couponing

Publishing

Traffic

John working 2 hours a day 😊

Traffic sources

Video page to optin to 4 things before getting report

Unsubscribe strategy

PayPal hack

Publisher side of opt-intelligence

Funnel itself

Traffic sources

Filtering and washing junk

Killing squirrels

Selling leads off

Saving them when they try to leave

Setup 5 ads kill 4 and scale the one that works

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Once you have subscribers you have to mail them to make money

Shawn and Matt bought empire from buying CPA leads

Shawn made money buying and selling CPA leads

A day without email is a day without sunshine – Shawn Casey if I don't mail I don't make money

Newbies are afraid of unsubscribes

Direct correlation between how many times you mail and how much you make

How to write emails

The #1 thing a copywriter does is write the headline

Copy and paste the headline and make a few tweaks to it.

Lower case change I to he etc

Use ellipses and make it look a bit longer

Matt is now putting his image at top of emails for branding

If you want more content you can grab some more copy from salespage

1 word or 2 word domains CornettaEnterprises.com

Might use swipes but will grab elements from sales page or from swipes

Put a call to action like "Click Here"

Best Regards, your name

Use headline to come up with subject line

Matt will come up with 5 subject lines based off the email. Sends to 1K segments each.

Don't think let the headline do the work for you

Pull elements from the copy for future emails look at the sub-heads, bullets, intro

Marketing is counter-intuitive what you think will work often won't

He makes decision based off clicks vs opens for which email to send to rest of list

Sometimes the lowest open rate has highest opens

Uses GetResponse for split testing the subject lines

How to pick a subject line without testing the subject line being the same as the first line of the email tends to get the most clicks "get paid \$98 - \$800 monthly"

Engaged and unengaged – this works best with unengaged list

You can use a redirect like "getpaid" which is part of the subject lines to get more clicks

1 subject line can make a massive change in the amount of clicks

FormatIt.com 30 characters long

Time limit is best in moment usually an hour or a couple hours is enough

Send 2-3 emails a day can increase clicks

Set 1 is test morning before 11am

Set 2 is winner

Set 3 winner unopens 9-11pm see if something else won or 2<sup>nd</sup> best subject line

Look at competitors subject lines and see which ones they use over and over again

Subject line and email combo are what makes it work

Are open rates different in different niche markets? It's more of relationships but Matt pays attention to clicks

Matt trains his list to click and rarely sends out content

Use a different email to send to unopens

[mattbacak@gmail.com](mailto:mattbacak@gmail.com) for first email [matt@internetmarketinginsider.com](mailto:matt@internetmarketinginsider.com) for unopens

He gets the most clicks from gmail

You can double your clicks doing this

If you are mailing a launch as an affiliate you can keep switching the email up to break out of folders

Matt is thinking of switching email up every 3 months to keep it fresh

Try mailing at odd times like 11:03 10:07 etc

Last email in the box wins if you mail the launch before it starts you get buried

Put unsubscribe at the top of your email and have it go to the VIP signup

Report as spam hyperlink go to unsubscribe link

There are elements of the page that jump out at you when you visit it. i.e. price increases by \$10 at midnight tonight

Mailing #1 comes from the headline mailing #2 comes from the P.S./close

If promoting a VSL do the same thing write down what they are saying and put into email

Jing or Snagit and screencapture to re-type the VSL

Exit pop is sometimes the text of the video

Playback control extensions in Chrome can speed up or slow down video

Internetmarketinginsider.com/auto 75.64%

Uses leadpages to create pages

Copy is from the best emails Anthony uses for his webinars

Asked Anthony what are the top emails for filling the webinar

Ad on google matched optin page – Google doesn't allow anymore but could work for other networks

Gave himself 4 or 5 days before the webinar

Rolling webinars sign up for one and get on for every webinar

I'll tell you about my next webinar – update you when the next webinar happens

Right before webinar starts [WEBINAR STARTING NOW] 10-15 minutes before send it and then change the date out a year then start the webinar

Look at 1:08 minute mark to see what Matt just said about Bob Proctor

How to re-initiate webinar attendees grab the people who were on the call and add them back on

Can use Google Sheets and Zapier to API them in

LeadServeAds to fill webinar?

Subject line mirrors email body, mirrors URL, mirrors headline you will get a good response

For selling clicks – use magic link in emails. Solo ad/giveaway event

This is a magic link and click 8 different times and you get 8 different prizes could be a P.S.

ClickMaximizer cookie and IP tracking and rotating

Always mail with a rotator you can change the link out if traffic isn't converting

Same thing if site goes down you can change where it goes

Can send CPA traffic to top geos and all the "bad" traffic can go to other offer that allows you to use  
other countries

Adswap/solo top 5 countries can swap the "bad" countries with someone else.

Have an ongoing swap with someone 5K clicks a month or whatever amount

Swap followup series swap 10<sup>th</sup> followup etc

1. Test subject lines
2. Change email
3. Test email
4. Give more links in email up to 3-4 links
5. Magic link
6. Subject in redirect
7. Affiliate link name "bonus" "freebonus" for name
8. Direct command
9. P.S. (bonus 1, 2 3)
10. Bonus file in .zip
11. Rotate domains in email
12. Bonus to share with friend
13. Thank you – here's something I wanted to give you

14. Expiration date
15. Mail unopens Re: 2<sup>nd</sup> notice old subject... last chance
16. Geo in subject
17. You up? 1AM in their time zone or 5am etc
18. Incentivize clicks rotator first 100 people get X
19. Make image hyperlinks use your banner for a hyperlink
20. Move unopens to other autoresponders – every platform has better delivery depending on domain i.e. gmail is better on one Hotmail better on another etc
21. Export soft bounces to another AR

Subject: Your mom called/ Your daughter got in a car accident last night

That's exactly what they said when I was in the hospital

Here's a gift for you

Geotarget and redirect accordingly

Scarcity is seeing the last girl in the bar

Make scarcity true first 100 people who sign up get X and if you aren't the first 100 you get something else

Winner and Sorry

Hey congrats you are one of the first 100 here's your super duper prize

Sorry here's your consolation prize

Use rotator first 100 go to winner and the rest go to sorry

P.S. check out these cool offers

All exit pops are done via ClickMaximizer

Subject line: In {geo} get paid to make \$X

{email} and {geo} are great

Hey {name} is {email} still your best email?

The average person forgets everything you did 3 months ago. If you have a winner before do it again and again

99% of Matt's copy is copy from 2001 that he re-uses over and over again – he just changes the look and feel.

When doing the washing machine you send from a different identity

Once they are openers do credibility emails to build relationship

Job Slayer is name he uses John emails as a girl with a sexy name

Chat bots and support tickets outsell and outserve male names

Use a cartoon image instead of a personal photo if creating a pseudonym

Do you run under any other names? If yes government has issues with it

Delaware and Virginia let you register pen names

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Ultimate Lead Generation Plan book webinars teleseminars speaking engagements. Turned his presentation into a book and it sold them on a \$5,500 seminar. 50-100 people a month for 7 years. 1 out of every 2 who read it bought. \$3,500 if we met at a seminar. Sold 15K copies in 7 days first best seller for Morgan James.

Made first million at 23 from 10K leads using teleseminars

Secrets of the Internet Millionaire Mind this was to be given to people at events to help fix their head. If they said no to a pitch on the phone he'd mail this to them.

3X Formula does \$2 million a year

4X Formula

$X + X + X + X = \$$

Have them buy low front end offer free CD or the book was audio of Ultimate Lead Generation. Best front end is a book. Thinking of re-doing the book and up to date.

Application apply to come to Rome (workshop). For every person who filled it out \$1,861.63 per app filled out.

3 most important questions asked outside of contact info

1. If you are selected do you have the final decision to invest in yourself?
2. What's the maximum you have invested in the last 5 years? (#1 most important, what's your buying behavior tells you if a buyer is in heat)
3. When you recognize the value in what you are looking to invest in far outweighs the actual amount do you tend to be? A. researcher B. slow to make decisions C. action taker (only talk to action takers)

Sales person would call them Devon Brown, Kevin Nations, Jason Parker 40+ other people

First question on phone: what's your credit card number?

For events what are you doing on XYZ day? Why do you ask? Straight into close then if they were busy you could do another event date

Every year never did the event again – just changed the name and it was the same program

Give pieces of me away and then hand it off to other people on call team.

Rome backend program \$5,500 seminar, coaching, consulting, home study course has to be over \$1K

The invisible is more powerful than the visible. There are certain things done in a certain way for a certain reason.

Who is the first or learns to be first in the back of room?

3 guys floor. Assistant for sales guy would set appointments assistant does all customer contact. How much do you want to make? Offer something a bit lower but you get 1% of what sales guys get. Keep them incentivized.

3 guys will fight for number of sales straight commission. Qualified buyer leads. \$100K per person that included insurance, desk, computer and wanted salary. At goal 20%. Below goal 18% 150% above goal 25% goal was \$30K retroactive for the month.

5 appointments a day

Do you like to read, listen or watch? How do you learn. Take this and call me when you are done

3 days to call back. They would call in and he'd still think about it.

The sales pitch was the CD/DVD/ they would use powerpoint during call

Local newspaper online version not offline. They needed to know how to use computer

Dollar rolls for top salesperson for the day they had to hit numbers

3 types of sales guys the married guy would be stagnant. up and down yo-yo. Third would stairstep and challenge themselves

One time a sales guy was behind by about \$10 and begged to get paid the next level up and he begged to get the full percentage but Matt said no. Was best lesson for sales rep

Keep rotating your top 3 people. Get rid of the losers

5X Formula

People paid \$3K to be in Everyday Heroes book

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Register a catchy domain like TheNextBigThing.online can be a link to whatever you are working on

Basis for selling a click

High level marketers don't tend to sell clicks because they have maximized their funnel

You can pay higher than 100% commission

The simplest way is to sell your traffic to someone who has it figured out for their funnel

Solo ad circle jerk solo ad sellers selling solos to other solo ad sellers

Buy clicks for \$X and sell for \$Y

It gets addictive selling clicks and it beats up your list

You can get a high converting funnel – self monetizing on page. Buy traffic goal is to get them on your list and break even or make a little profit

Step 1. Get leads

Leads cost \$0

\$0.50 a click every 3 clicks someone opted in \$1.50 with your funnel you try to break even or profit from it

Step 2. 5K list 140 unique clicks Sell the traffic \$0.30 a click to start \$32 per email. Send to your list twice a day \$64

Squeeze page with facebook pixel and exit pop

OTO \$17

OTO 2 \$7

Success page/download page. You can have the page just be thanks for signing up check your email for access and the pre-written email goes to another OTO that's unrelated then actual download page.

On average you can breakeven on this process as you buy it

Solo ad sellers, FB group, skype groups

Then you start creating your own products, workshops etc

Always mail using a rotator

Usually using 3 links on rotator

P.S. In email

SoloAds4Sale.com

If someone says they are mailing your swipe for \$0.35 a click they are lying

If you are paying for clicks you want the highest quality and congruent tell them what happens. On the next page you are going to have to click the link below and enter in your name and email to get the download.

Subject: Video Creators Only (that will eliminate a bunch of people not interested)

Download file private rotator \$0.30 for each one

Swap followups

Clicks = Cash/Currency

This is the path of least resistance to making money online

John makes a lot more in eCom and selling coaching than selling traffic

You can turn this business over to a virtual assistant

You can sell exit pops

Arbitraging clicks Matt would buy clicks for \$0.30 and then sell for \$0.80 a click sell in solo ad groups

If you get in arbitrage game you are better buying from multiple vendors

Build audience yourself paying for traffic or arbitrage it out

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Selling your own products

Philosophy that has made Matt millions when going into a new niche

Where is my ultimate leverage point?

What network can I go into?

Is there a network of people already selling this that will sell for me? So I don't have to work as hard

Where are the affiliates hanging out?

Go where your buyers are. ClickBank has the health/fitness/weight loss affiliates

Info product WarriorPlus

JVZoo sells software and video products

Matt did 500K in teleseminar it did so well because he had them call a phone to take an order versus sending to a website

On webinar you send them to a website

Use the modality the customer is accessing it from

Look at what your competitors are doing

Printed off the sales letter for every sales page that did well. Tape the salesletters and lined them up and looked for the commonalities. Using phrases that were the same

This is what the market buys from right now from this networks

You create sales letters to sell the customer and to sell the affiliate and promoting it

The one thing that trumps look and feel is greed

The first day of a launch is the most important day. You have 1 shot and 1 kill to get EPCs over a dollar.

You may get a sympathy mailing for being a friend once but it ultimately boils down to how much they are making

Don't want to have to convince them to promote you want them to WANT to promote

True affiliates care about earnings per click EPC

The numbers have to work

How to get high EPCs

Take the landing page and save as .HTML whole and remove all links from buy buttons and replace with affiliate link. Send to your hosted page with the affiliate offer. Do that for other affiliate offers and you'll have very HIGH EPCs

Can send to bridge page and make EPC higher

Promote your own product as an affiliate

You can see EPC on JVZoo and WarriorPlus

I don't mail without making money

1 quick question

Can I ask you a favor it will take 2 seconds

Ask a question relevant to your offer and send to the offer

You can see what vocab they are using and put into sales letter

What are the words and language the customers are using versus us.

People respond to presentations versus webinars

You are losing money if not split testing

Opportunity cost if you don't mail you missed out on the money – if the hotel room doesn't get booked  
the hotel doesn't make money

If you mailed for something and it bombed you can do a radically different offer/email

Matt follows a script for his sales videos and uses over and over again

For affiliate doesn't do bonuses or reviews

If you need a bonus don't buy from me buy it because the offer is good

Doesn't play the bonus game

CPA networks

Hertz, Airlines, Insurance have CPA offers

CJ.com

Cashnetwork

Rasheed?

Look for what your traffic source and find a matching offer

Buy data from 1 and mail that data to another CPA offer

Debt reduction, credit repair, car insurance kill it

Scrub the leads you get and mail it gently

What's the data cost?

You can buy instant co-reg or delayed

Create a funnel buy data from CPA company. Sell your optins via CPA network

The older the data the less it costs but less interested and good it is

A lot of people seed the list with a few emails they are looking for people to kick off

Buy a minimal amount see if it works from a broadcast/followup series

Know your metrics. If you break even or make a slight loss you are IN.

Customer to retarget, email later, physical mail etc

If you can build a business for free it's great

Flexmail or private server

Get them to optin to another list when mailing them

Please enter your name and email for 24 hour VIP support or a free report etc get them to optin to aweber

Get somebody for \$2 an hour in Philippines for 24 hour chat support

These are your gold

Self liquidate opt-intelligence with CPA offers

Sell leads to competitors roofing company selling extra leads for \$20

Create your own landing pages carry variable of email and pre-populate

BuySellAds.com CPM banner ads versus per click

Matt launched an ad promoting an iPhone app and promoted it on developer sites since they tend to download things to reverse engineer

You can pay people to promote via social media

PowerInbox to advertise and to send out emails. Ron Douglas uses it and makes good money with its

Matt plans 3 months ahead – you can change on a dime this way

Truly evergreen is what's hardest to sell

Tactics is easy to sell the fads are what people want

If you give me money I love you, if you don't I hate you. Doesn't promote affiliates unless he's getting money from you somewhere

The fastest way to get high EPC is mailing high ticket offers

2 webinars a month is making a lot more versus promoting low ticket offers

Hosting, autoresponder, domains etc are evergreen things you can promote

3 different types of marketers

Newbie wants to get profitable immediately

Intermediate guys want to break even

Advanced net 30 get your investment back in 30 days this is why they win

Create a new email and optin to everything and see how they do it

Under pressure diamonds are created

Matt writes his books by getting his presentation transcribed

Find the winner of your test email and that can become your next headline

Stay inside the box

Remember the Xs

Subscribers, Clicks, EPC are the 3 things to focus on it will make you millions

Everything has to be congruent for it to work

You put more energy into being here that's why seminar attendees are worth so much

Go low to get high you can get a lot of the lower quality leads before you get the seminar and buyer leads

Rotating domain when mailing bulk lists

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